

Attorney Docket # 5068-15

11/11 2642  
PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

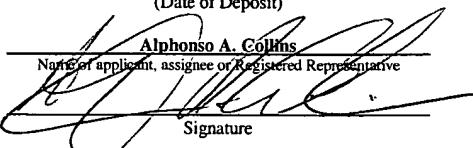
For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication Network

Examiner: Bui, Bing Q  
Group Art: 2642

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

February 2, 2007

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Alphonso A. Collins  
Notary Public, assignee or Registered Representative

Signature

February 2, 2007

Date of Signature

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

### AMENDMENT

SIR:

In response to the Office Action dated November 2, 2006, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.